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## **SABC REJECTS EFF ELECTION CAMPAIGN AD**

The Freedom of Expression Institute calls on the SABC to accept and flight an election ad submitted by the Economic Freedom Fighters (EFF). The SABC has taken the decision not to air the EFF campaign advert on the grounds that the messaging incites violence. Last week, ICASA temporarily reversed a similar decision by the SABC that had banned several DA television and radio adverts, pending a final decision on the matter.

The justification for the advert rejection is unfounded as the images are available in the public arena and the wording presents the concerned parties policy positions. More specifically, with regard to the cited wording “Destroy E-Tolls Physically”, the FXI maintains that the messaging of the EFF advert was sufficiently vague and hence would not be reasonably construed as incitement to violence.

It is commendable that free advertising time has been allocated to political parties. However, tenuous decisions to reject or ban adverts that push the frontiers of free expression will provide a self-conflicting disservice to the public and deprive a majority of South Africans their right to access information during this critical period. The public should be afforded ample opportunity to receive information on what each party promises. In our democracy, this is imperative as it will form the basis of their ultimate exercise of free expression on the 7<sup>th</sup> of May.

**Executive Committee:** Anton (chairperson), Raymond Louw, Nobuntu Mbelle, Indra de Lanerolle, William Gumede, Oupa Lebogo, Sam Radebe, Franz Kruger. **Executive Director:** Tusi Fokane